

Rep Order# 6861493 Ver# 1 Status New Traffic Order# Printed: 10/05/2012 2:54 PM 1 of 2

EC'd Yes Last Received: 10/05/2012 1:44 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency ( ) MENTZER MEDIA Rep Firm  
Advertiser ( ) RESTORE OUR FUTURE 600 FAIRMONT AVE, S#306 Sales Office ( ) PHILADELPHIA  
Product RESTORE OUR FUTURE TOWSON, MD 21286 Salesperson ( ) ANJIE BRADY  
Estimate# 457 Agency C/P1/P2/E //457  
Buyer STEPHANIE KOHLBAUER Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 18,900  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10P-1045P		:30	\$1,200.00	10/09-10/12	8	1	8	\$9,600.00	
				Buyline Comment: FOX NEWS AT 10								
	2	F	9P-10P		:30	\$800.00	10/12-10/12	1	1	1	\$800.00	
				Buyline Comment: BONES								
	3	SA	730P-1030P		:30	\$1,200.00	10/13-10/13	3	1	3	\$3,600.00	
				Buyline Comment: NCAA FOOTBALL								
	4	SU	10A-11A		:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
				Buyline Comment: FOX NEWS SUNDAY								
	5	SU	10P-1045P		:30	\$1,200.00	10/14-10/14	2	1	2	\$2,400.00	
				Buyline Comment: FOX NEWS AT 10								
	6	M	10P-1045P		:30	\$1,200.00	10/15-10/15	2	1	2	\$2,400.00	
				Buyline Comment: FOX NEWS AT 10								

---REPORT TOTALS---

Station WVBT-TV NORFOLK, VA.  
Advertiser (    ) RESTORE OUR FUTURE  
Product RESTORE OUR FUTURE  
Estimate# 457  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency (    ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //457  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 17 / \$18,900.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$18,900.00  
Sales Totals: 17 / \$18,900.00  
Station Totals: 17 / \$18,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$210,000  
CATV 0%  
WTVZ 0%

WAVY 34%  
WVBT 9%

WGNT 0%  
WVEC 26%

WTKR 31%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE